

SUPPLEMENTAL EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Tina Schafer assistant to attorney Mr. Anthony F. Bonner on 11/9/2009.

Note: These amendments are directed to matters of form not affecting the scope of the invention.

The application has been amended as follows:

22. (Currently Amended) The advertisement content server of claim 21, wherein the advertisement content server is configured to perform at least one of the following:

provide at least one advertiser access to the information via the Internet; and

provide at least one advertiser with access to the information via a remote database client.

24. (Currently Amended) The advertisement content server of claim 21, wherein at least one field includes at least one of the following:

broadcaster identification information; and advertiser identification information.

27. (Currently Amended) The advertisement content server of claim 21, wherein the advertisement information includes unpublished advertisements available through the advertisement content server.

41. (Currently Amended) The advertisement content server of claim 21, wherein the criteria associated with the user includes an address of the user.

46. (Currently Amended) The advertisement content server of claim 21, further comprising, logic configured to provide to the advertiser, information to identify at least one preferable time slot, media outlet, and market saturation.

47. (Currently Amended) The advertisement content server of claim 21, wherein at least a portion of the data associated with the log is provided to the advertiser as a market saturation indicator.

2. The examiner's statement of reasons for allowance and other terms and conditions remain the same as submitted in the Notice of Allowance mailed 9/17/2009.
3. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."
4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex/Hoteling.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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